

Marketing & Promoting Your Giving Day!

The logo for 'DO MORE' features the word 'DO' in a large, stylized font with a gradient from red to orange, and 'MORE' below it in a similar style. The letters have a 3D effect with shadows.

**DO
MORE**



Power your community.

- 6 Secrets to Giving Day Success
- Creative Engagement Ideas
- Leveraging Your Supporter-Base
- The DO MORE 24 Racine Promotional Resources
- Takeaways
- Question & Answer

6 Secrets to Giving Day Success

1. **Targets** - Identify the right people!
2. **Story** - Inspire them with an authentic story!
3. **Impact** - Make it clear why their support matters!
4. **Spread** - Encourage sharing!
5. **Delight** - Make your donors and prospects feel good!
6. **Begin** - The donation is just the beginning!



Proven Giving Day Strategies

- Most announced their campaign 2-4 weeks ahead of Giving Tuesday
- Consistent throughout all of your channels
- COPE - Create Once, Post Everywhere
- Posted an average of 10 Facebook Posts
- Sent an average of 6 Tweets
- Sent 3-4 Emails out on the Giving Day
- Send out a call for Giving Day Ambassadors




The Importance of Storytelling

- Goes beyond what your mission aims to achieve
- Authentic, Emotional, & Easy to understand
- Centered on people - supported by data
- Examples of success!
- How does funding make your mission possible?
- Makes donating like buying a virtual feeling

Highlighting Impact


✓ Add Donation Levels ▼

We recommend having 3 or 4 donation levels.

	<p>\$25.00</p> <p>Provides one week of food for a senior pup</p> <p>Edit Remove</p>
	<p>\$50.00</p> <p>Provides a super soft bed for a loving senior pup</p> <p>Edit Remove</p>
	<p>\$108.00</p> <p>Helps a family foster one of our amazing senior pups for three weeks.</p> <p>Edit Remove</p>

[Add Donation Level](#)

Collect Address and Phone Number from Donors

 Wait! Asking for too much information can reduce donor conversions. Read about it [here](#).

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Giving Levels Available
- Recommended to use 3 - 4 Levels



Telling Your Story

- Create a 24 Hour “Story Arc” that your supporters can follow throughout the day on Social Media
- Give supporters a reason to check back in and follow your progress during DO MORE 24 Racine
- Create a unique hashtag to promote your campaign on DO MORE 24 Racine that aligns with your goals

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to DO MORE 24 Racine
 - Schedule messages in advance with mailchimp, constant contact, etc.
- Include multiple calls to action:
 - Link to your DO MORE 24 Racine Profile
 - Ways to Get Involved
 - Shareable Graphics
- Use your personal email signature as a CTA

- Always include a clear CTA
- Create consistent **shareable** content (C.O.P.E.)
- Include photos for increased engagement
- Add the DO MORE 24 Racine logo to all of your promotional materials
- Swap out your social media profile photos with the DO MORE 24 Racine graphics
- Use Hashtags to be a part of the conversation
 - Include the hashtag #domore24racine to be featured on the DO MORE 24 Racine tagboard

- Great platform for sharing photos and longer stories or updates about your organization
- Engage with supporters by Liking (or Loving!) and sharing your posts
 - Any time a supporter engages with your content that engagement becomes visible to their entire network - expanding your reach
- Create a Facebook Event for DO MORE 24 Racine
- GO LIVE during DO MORE 24 Racine
- Consider “boosting” your content to potential donors with paid promotions - GiveGab staff can help if you want more info...

- You only get 140 characters to make an impression
- Great platform for updates and quick thanks
- Engage with supporters by retweeting and liking their tweets about DO MORE 24 Racine
- Follow different people or organizations you admire
 - Donors & Volunteers
 - Prominent Community Members
 - Local Businesses
- Use hashtags to trend in different conversations
 - #fundraising, #nonprofits, #giving

- Great platform for sharing photos and stories
- Include a link to your DO MORE 24 Racine profile in the description of your Instagram profile for CTA
- Create a post on Instagram and immediately share it on Facebook and Twitter (C.O.P.E.)
- Telling your stories through photos
 - Supporter Spotlights (“Why I Give...”)
 - Event Highlights
 - Impact Projects
- Create unique hashtags for different topics

New to Social Media?

- Set A Goal: Start gaining followers
- Create an account & complete your bio
- Start following other organizations, communities, or influential leaders
- Start posting!
 - Leverage pictures, videos, gifs, testimonials
 - Leverage hashtags
- ReTweet and Share Posts!
- Search hashtags

Creative Challenges

- Motivate donors to give by using each donation as an “entry” for a special incentive
- Leverage Matching Dollars to motivate donors
 - Target a specific prize
 - Number of donors, Number of dollars, Time period, New donors, Social Engagement
- Plan a Social Media Challenge leading up to the day to help you engage supporters early and capture more authentic stories connected to your cause
 - Use hashtags to collect stories, quotes, and ideas easily!

Local Businesses can help you leverage their customer base

- Promotions
- Publicity
- Social Media Boosting
- Sponsor Match
- Employee Match

Utilize Donation Receipts

- Discounts at local bars or restaurants
- Access to the kickoff or closing event
- Provide incentive for giving throughout your community

Creative Engagement Additions

- Create a friendly competition amongst your supporters!
 - Small prizes
- Host an event!
 - Kickoff party
 - Success celebration
 - Partner with events already happening
- Lawn signs & Posters
- Physical Promotions
- Yearly Collectables



Incentivise Donors with Matches & Challenges!

- Matches are a great way to encourage support as the donor's dollars will now be doubled.
- On average, having a matching opportunity increases donors likelihood to give by 22%, and increases gift amounts by 19%.
- Great opportunities for local partners or major donors!



Leverage Your Supporters

Ask them to be on your DO MORE 24 Racine Planning Committee

- Great way to grow your capacity
- Leverage individual strengths and networks
- Be sensitive to time commitment

Expand your team's capacity by leveraging Peer to Peer Fundraisers!

- Additional way to steward your donor base
- Expand your social media reach
- Tap into a new donor prospective donor base

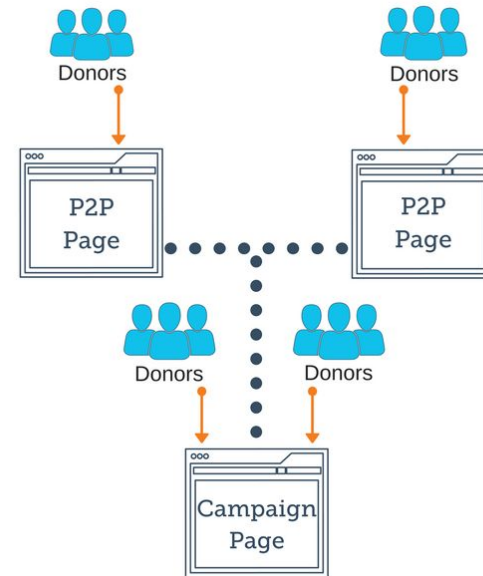
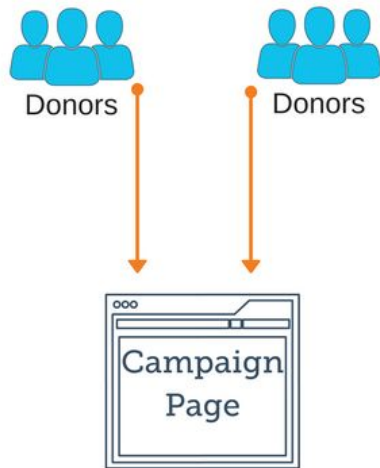
Who are your P2P Fundraisers?

Anyone passionate about your cause ready to use their voice to make a difference

- Board Members
- Volunteers
- Lower Capacity or Major Donors (who have already given)
- Staff Members
- Friends & Family

Benefits of Peer to Peer Fundraising

Crowdfunding vs P2P Fundraisers



Benefits of Peer to Peer Fundraising

- Expands your reach to a new network
- Average of 4 new donors per P2P Fundraiser
- Historically organizations with P2P fundraisers on a giving Day raise 3x more than those who don't
- Increases the average number of donations to your campaign
- Stewardship - provides a new opportunity to engage with existing supporters
 - Builds trust with your potential supporters by highlighting your strong connections with passionate existing supporters

Guiding your P2P Fundraisers

- Gauge involvement in advance
- Find out what motivates them to act - Be Authentic!
- Provide clear expectations - your organization's goal for the campaign, how they can be an effective voice
- Provide resources for communications, but give them autonomy!
 - P2P Fundraiser's Toolkit
- Treat your fundraisers like major donors

Guiding your P2P Fundraisers

- Donors are giving because they know the fundraiser, not necessarily to further the cause.
- Emphasize the importance of sharing their own story and personal connection to your cause
- Make it FUN! Incentivize, vary the asks, give them materials and sample communication to make being successful as easy as possible
- Be sure to thank and continue to steward your P2P Fundraisers after the day

Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote DO MORE 24 Racine and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - DO MORE 24 Racine Graphics
 - Helpful resources for your board members, volunteers, and fundraisers



**DO MORE 24 Racine
Planning Guide**
[View](#)



**Communications
Timeline**
[View](#)



**The Ultimate Guide
to Giving Day
Success**
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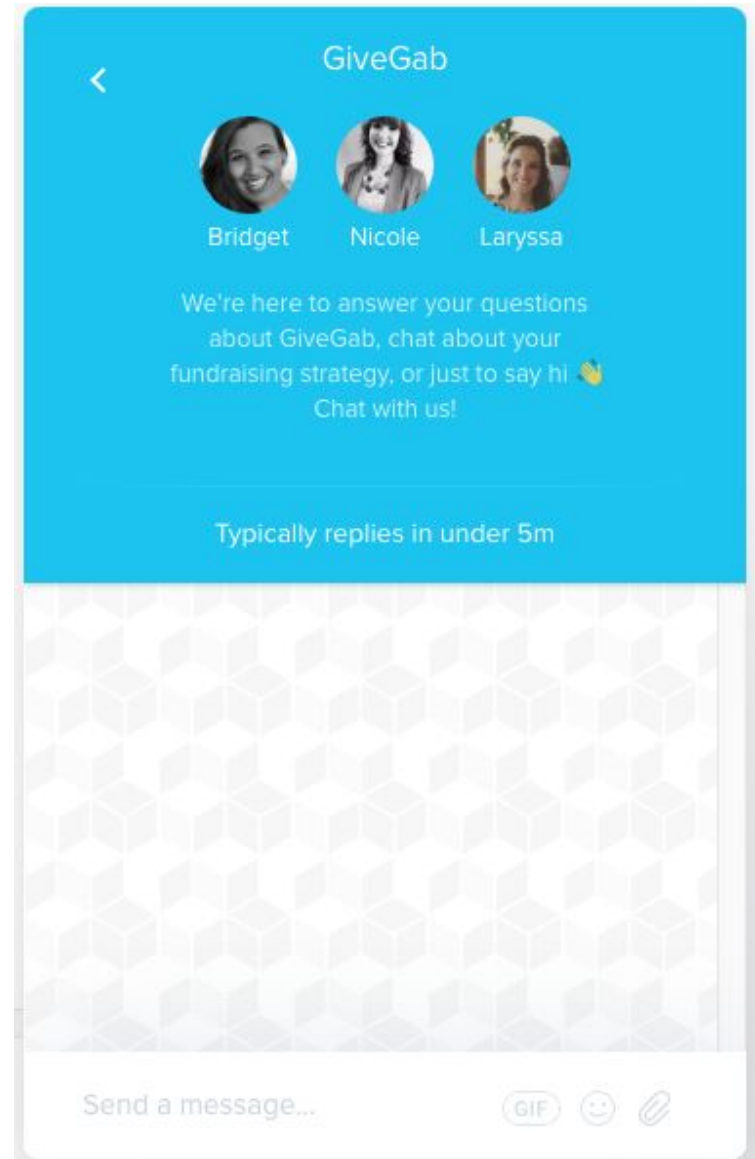


Key Takeaways

- Start planning NOW
- Work within your capacity and your goals
- Determine your DO MORE 24 Racine campaign focus
- Always include calls to action!
- Try something new!
 - Peer to Peer Fundraisers
 - Secure a Matching Fund
- Leverage your supporters & resources

Support Team

- Visit Our Help Center
<https://support.givegab.com/>
- Send us an email at
CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team
- We will assist you with anything from technical questions to strategy
 - Look for the little blue chat bubble!



QUESTIONS?

